LEO BURNETT COMPANY, *Inc.*
Ad No. 488R1—Req. No. 78561—1 page—7 x 10 in.—B&W—Vending Publications, 1971 (A)
Printed in U.S.A.

Philip Morris Offers The Most Liberal Cigarette Payment Plan In The Vending Industry...

that Means More Profit For You.

Here's how it works. In machines that have *a column of Marlboro 80 or 85mm, you are* eligible to receive payment for each machine for the placement on a continuous basis of each of the following brands:

- Benson & Hedges 100's—
  $3.00 a year.
- Benson & Hedges 100's—
  menthol. $3.00 a year.
- Marlboro 100's—
  box or soft pack. $3.00 a year.
- *Virginia Slims*—
  regular or menthol. $3.00 a year.
- Multifilter—regular or menthol.
  $3.00 a year.

And here are two new additions to *our program:*

- New Leaf. $3.00 a year.
- Parliament 100's.
  $3.00 a year.
- In addition, there is a bonus payment of $1.00 a year for each machine distrib*uting Parliament 80 or 85mm.*
- **Total potential payment $22.00.**

For more details, contact your local Philip Morris representative or write Sales Department, Philip Morris U.S.A., 100 Park Avenue, New York, New York 10017.

Philip Morris U.S.A.

Source: https://www.industrydocuments.ucsf.edu/docs/pxgp0003